$

START RECORDER

MY 'HOME COMPUTER' SLIDE

11 yrs ago, ACM — check tape
8 yrs ago, SID —
3 yrs ago, NCC —
And now I say —

10 MILLION BY '85

Real title = COMP. AS HOME APPLIANCE.
What to you do 'sounds eccentric, uncertain —

Home comp. not real as yet ..

AT LAST THE DINKIES

Absurdity of term 'microcomputer'

MICRORADIO

MICRO-TAPE RECORDER

Let's review history. (REVISIONIST)

In '64 IBM was decent to world.

— Well, w/, on IBM

— let's be even-handed & on all comp. cos

SHOULD'VE GONE MINIS THEN

⇒ What was the 360/30?

But b, the sales pitch involved
SETTING UP A DEPT.
~~and~~
LOYAL TO MFR.

And this was the real meaning
IN EVERY COMPANY
There came to be
a dept.
LOYAL NOT SO MUCH
TO THE COMPANY
AS TO THE MFR.,
IN VERY CLOSE &
SPECIAL RELATION.

The Mfr would train the people
and GET THEM THEIR JOBS,
the people would bow to the
Mfr and
ASK FOR BIGGER
AND BIGGER
COMPUTERS.

The Mfr. would support
and shield these people,
and defend them
against threats —
INCLUDING the threat
of other computers
IN-HOUSE.

I FOUGHT THIS ONE
IN THREE
DIFFERENT COMPANIES —

'Why should there be a
separate computer
for this purpose
when we've already
got one?!'

~~#C~~

CONSIDER THE CUCKOO

Parasitic nurturance.

... GROWS & GROWS

& PUSHES OUT

OTHER EGGS

& EATS THE FOOD

THEY WOULD'VE

GOTTEN.

COMP. CENTERS

HAVE BEEN A

CUCKOO WAY

TO USE COMPUTERS.

Like making people sleep in dormitories in shifts.
People should have right to sleep alone
or in company of choosing.

So we have all these
cuckoo operating systems,
cuckoo access methods,
cuckoo entry systems

AND NOW AT LAST
PEOPLE ARE ABOUT TO DO
WHAT THEY SHOULD'VE
DONE IN THE FIRST PLACE
and if we're not careful
IBM will get the credit
for it.

Like, [illegible] says 38

Aren't you lucky ~~I~~ I've not happened
to be here to pull ~~this~~ this, which is like
words out of your body?

Harm already done & to societies. ⇐

APATHY — LEAVE IT TO EXPERTS
& Vietnam
& Reactors & SALT/MIRV

YOU SHALL NOT
CRUCIFY MANKIND
UPON A CROSS
OF EXPERTISE!

IF IBM HAD WANTED
THE PUBLIC TO UNDERSTAND
COMPUTERS IN 1964,
THEY WOULD HAVE
UNDERSTOOD THEM
IN 1965.

· Some cynics have regarded
the medieval Christian Church
as carefully designed
for absolute control
of a subject population

→ LATIN
kept people
in awe &
set aside priesthood

→ CONFESSIONAL
assured the rapid
control of
spiritual secessionist tendencies.

NOW NEW PRIESTHOOD;
NOW INSTEAD OF LATIN
WE HAVE JCL
AND INSTEAD OF THE C. BOOTH
WE HAVE THE RJE TERMINAL.

(~~HAKAM~~ IS ~~ALREADY~~ ~~DONE TO SOCIETY.~~)

~~$~~ ~~(D)~~ Distributed Computing
means everybody ~~gets~~
~~his~~ is now allowed
his own computer

Distributed Eating means
we don't all have to
use the cafeteria

and

Distributed Sleeping
means we can all
go home to bed.

And the LITTLE MAMMALS
are now
NIBBLING
AT D. EGGS.

13, 14

Right now we're just starting
w Dijkstra's
Horse & buggy age

Assemblers & Loading

'You've got to ~~run~~
walk before you can run.'

AND so we're all set to
make the same mistakes again. –

STRUCTURED LGs ⇒ LGs

[Quick Dijkstra]

Lambda-Calc Languages

ONLY COS. WHO KNOW WHAT THEY'RE DOING

Intel

HP

DG

TI

Diablo.

DEC has at last brought its marketing concepts into the nineteen-sixties,

but because of its, ~~confusing~~ PERPETUAL OBTUSE STREAK ~~overall obtuseness~~ I think we can expect to see it spin off more Data Generals_

WE HOPE WE KNOW
WHAT WE'RE DOING
AT OUR NEW
COMPUTER STORE.

About to incorporate as the
ITTY BITTY MACH. CO.
in Evanston —

a SECOND-GENERATION
COMPUTER STORE.

FIRST STORES:
WE'LL SELL YOU YOUR BASIC ALTAIR,
BUT YOU BETTER KNOW
WHAT YOU'RE DOING
WE ALSO GOT 6800s 6502s
& Z-80s, but if you don't
know what you're doing,
go away, boy...

17

~~☆~~ A1

MKTG

McDonald's Ireland

➡ COMPLETE FRANCHISE PACKAGE

↓

Prods & Services in a bundle

WD ~~with~~ catalog

Star Trek & M. Hoffman's ~~& Star~~ commercials-

THIS STORE:

COMPLETE SYSTEMS

and

HDW & SFTW
for
HOME COMPUTER.

(I can't take official title...)

~~but as a 'Consultant'~~

I believe I can contrib

HOME COMPUTER:

Complete package in time for Xmas
under ~~name~~
trademark COMPUTOPIA
which I hereby
OFFER in
Interstate Commerce...

Most people WON'T PROGRAM —

CANNED
INTERACTIVE
PROGS
which are simple, clear,
fun to use

OUR LG COMMITMT ~~14~~ 19A
~~STRUCTURED~~ LGS

LOGO

TRAC

(LISP — purely)

SMALLTALK

FUNTRAN → which I have offer in I. Commerce

⇓

Function translator

HOME COMP. / 'Computopia'
in Int. Commerce

WORD PROC & RET.
PLANNING & FIGURING
GAMES & SIMULATION
ART

Wd Proc: LETTERS
GUEST BOOK
FAMILY BIBLE

Planng & Fig: CHECKBK,
financial projs.
THINGS TO DO TODAY
—Bum p Strox
BILL JUGGLING
('Resource Mgt.'
DEVIL/TUNES)

GAMES & SIM.

⇨ Some don't yet
know power & Imp.

GOOD GAME LIKE
GOOD DIAGRAM
(IF YOU'VE SEEN PLATO)

Offer - a line under
the trade name
'Simulatrix' — HERESY
⇨ UNDER ROYALTIES...

(Expect participation of an
eminent figure from
Games World...
IF YOU KNOW 'DIPLOMACY'...)

INTERACTIVE

ART under Royalty for Dazzler etc.

Not just Game of Life
but ~~work of Artists~~
much more

~~Signed cassettes~~

(Anticipate participation
of at least one well-known...)

ON CASSETTE —
Tarbell
Hobbyist
Phi-Deck

(⇒ Offer under the trade name
LADY LOVELACE, which I now —)

Heaven-17

&

Heaven-on-Wheels

Our Business System
is explainable in terms
of Lists and Processes —
ANYBODY CAN UNDERSTAND
EACH LIST,
ANY BODY CAN UNDERSTAND
EACH PROCESS.

THE FRONTIER OF
COMPUTING
IS CONCEPTUAL
SIMPLICITY;
USING A COMPUTER
SHD ALWAYS BE EASIER...

The itty bitty machine co.
~~[illegible]~~ IS NOT AFFILIATED...

Now, it has come to our attention
that others are using initials
& attempting to sell ...
NOT rpt NOT

~~IF YOU CAN S~~
⇨ WE want people to
UNDERSTAND our
computers,

IF APPROACHED
STAY CALM
CALL US
WE'LL SEE THAT
IT'S HANDLED...

Those of you who've read
my book and liked those at [illegible] —
it's TRADEMARK, BY WAY
→ it's alive & well in Chi.

(Let's show 'em
the Yell)
that recharges my batteries
till next time.

TOMORROW THE WORLD
NEXT YEAR IN XANADU
AU REVOIR